



COMMUNITY PROFILE

Directory of City Officials

Helene Schneider
Mayor

Dale Francisco
Councilmember

Michael Self
Councilmember

Frank Hotchkiss
Councilmember

Randy Rowse
Councilmember

Grant House
Councilmember

Harwood "Bendy" White
Councilmember

James L. Armstrong
City Administrator, City Clerk,
and City Treasurer

Stephen P. Wiley
City Attorney

Paul A. Casey
Assistant City Administrator

Marcelo A. Lopez
Assistant City Administrator

Karen S. Ramsdell
Airport Director

Nancy L. Rapp
Parks and Recreation Director

Robert Samario
Finance Director

Camerino Sanchez
Police Chief

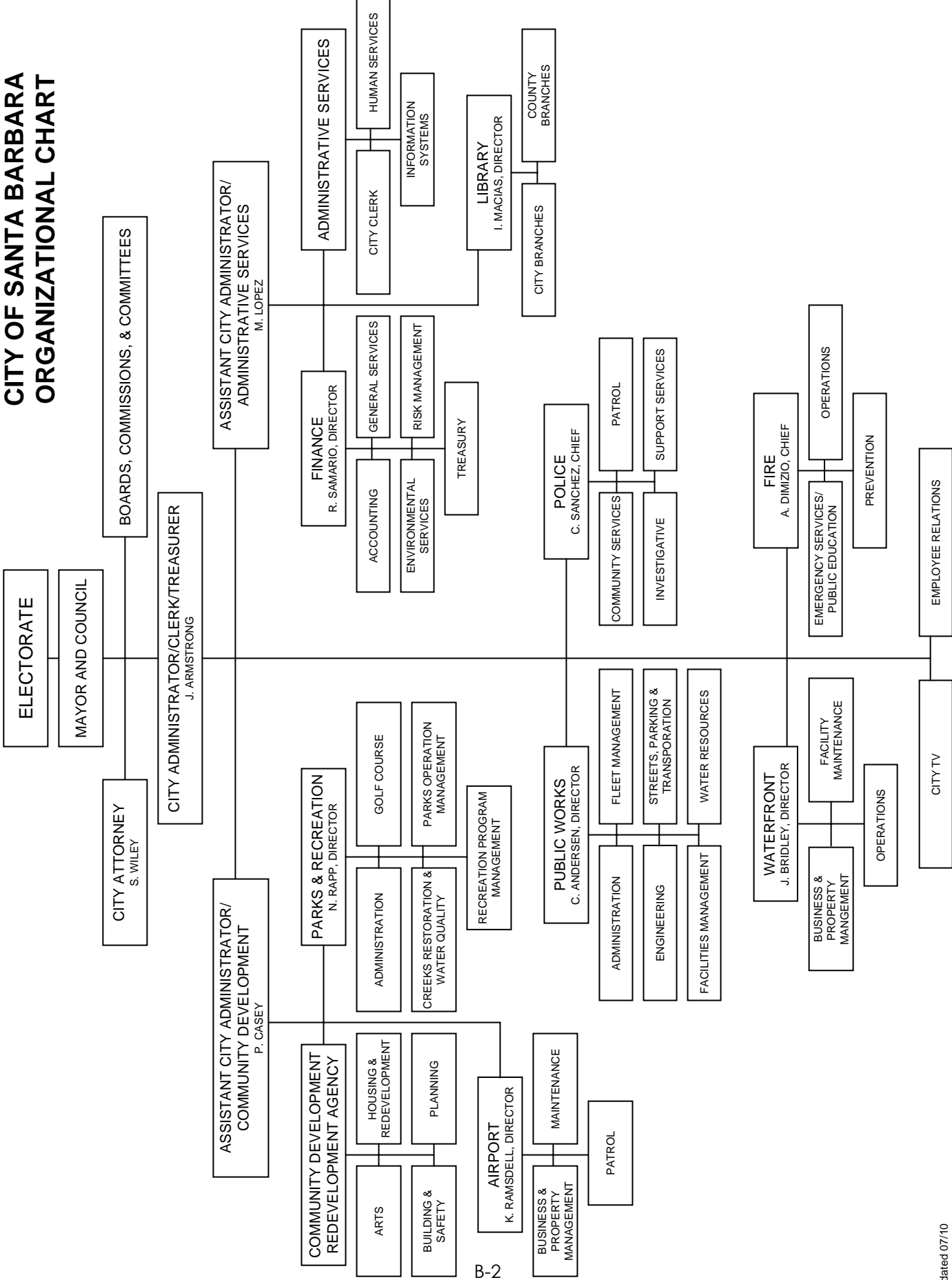
Andrew Dimizio
Fire Chief

Christine Andersen
Public Works Director

Irene Macias
Library Director

John N. Bridley
Waterfront Director

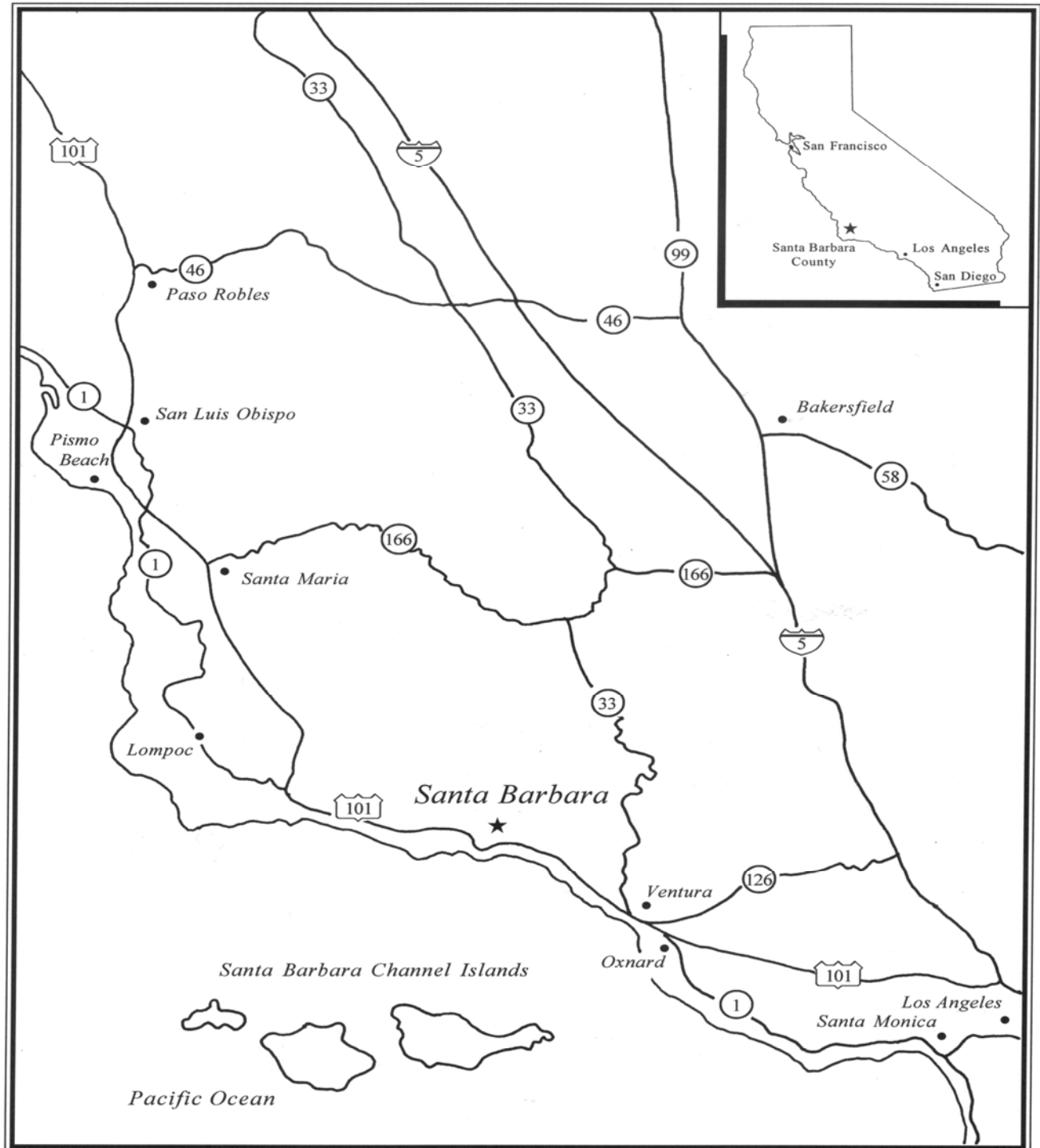
CITY OF SANTA BARBARA ORGANIZATIONAL CHART





COMMUNITY PROFILE

Santa Barbara Area Map





COMMUNITY PROFILE

About the City of Santa Barbara

The City of Santa Barbara is located approximately 90 miles north of Los Angeles off of U.S. Highway 101, and is geographically sheltered by mountains on the north and the Pacific Ocean on the south. The City of Goleta and the unincorporated area of Montecito border the City on the west and east, respectively.

Until the late 1700's, the area currently known as "Santa Barbara" was occupied by the Chumash Indians. The Chumash lived in small villages along the coast and on the Channel Islands, living comfortably for thousands of years thanks to the abundance of wildlife and natural resources.

In 1542, Portuguese explorer Juan Cabrillo entered the Channel and claimed the land for Spain. In 1602, three frigates under the command of Sebastian Vizcaino entered the Santa Barbara Channel. One of the Carmelite friars on board named the bay and nearby shore after Saint Barbara.

In 1782, a group led by Father Junipero Serra, Captain Jose Ortigas, and Governor Felipe de Neve established a military presidio and, three years later, a mission. Spain governed the area until 1822, when California became a Mexican territory. Just 24 years later, in 1846, Colonel John Fremont and his soldiers took Santa Barbara for the United States.

The City of Santa Barbara (the primary government) was incorporated on August 26, 1850. The City is a charter city under the laws of the State of California and operates under a Council-Administrator form of government. The Council consists of six council members and a mayor, all of whom are elected at-large. The current City Charter was adopted on May 2, 1967 and provides for the following services: public safety (police and fire), construction and maintenance of highways and streets, sanitation, culture and recreation, public improvements, planning, zoning and general administration. Enterprise funds, operated in a manner similar to a private business, include water, wastewater, airport, parking, golf, and waterfront.

The Redevelopment Agency of the City of Santa Barbara, a blended component unit of the City, was established in 1968 and is a separate governmental entity as prescribed in the State of California's Community Redevelopment Law as set forth in the State's Health and Safety Code.

The City Council of the City of Santa Barbara and the Board of Directors of the Agency are legally separate boards; however, they share common membership. The City also provides all support staff and performs all administrative functions for the Agency under the terms of a written agreement between the two entities.



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Miscellaneous Statistics

General City Information:

Date of incorporation	August 26, 1850
Form of government	Council-Administrator
Land area in square miles	21.1
Miles of streets	280
Number of traffic intersections	104

Community Forest, Beaches and Gardens:

Number of park and open space trees	12,000
Number of street trees	33,200
Linear miles of city-owned beaches	3.4
Community gardens	4

Airport:

Number of terminals	1
Number of commercial carriers	5
Number of ticketed passengers annually	746,789
Number of runways	3
Total airport acreage	950
Commercial / industrial acreage	95
Number of leased buildings	51
Goleta Slough Ecological Reserve wetlands acreage	400

Hospitals:

Number of hospitals	1
Number of patient beds	408

Libraries:

Number of city libraries	2
Number of bookmobiles	0
Number of county libraries	6
Total volumes	380,567

Municipal Water Operation:

Gallons of potable water treated and distributed annually	4.7 billion
Gallons of reclaimed water treated and distributed annually	260 million
Number of reservoirs	14
Number of pump stations	12
Number of treatment plants	2
Number of wells	9
Number of water reclamation plants	1



COMMUNITY PROFILE

Miscellaneous Statistics

Municipal Wastewater Operation:

Number of treatment plants	1
Number of lift stations	9
Gallons of water treated annually	2.7 billion

Parks and Recreation:

Park acreage	1,570
Number of developed parks	38
Number of open space parks	11
Number of park playgrounds	21
Number of swimming and wading pools	4
Number of community buildings	14
Number of sports facilities	11
Number of municipal golf courses (18 holes)	1

Public Safety:

Number of police stations	1
Number of police officers and other sworn personnel	137
Number of law violations	
Total arrests	14,336
Traffic citations	11,022
Parking citations	90,000
Number of fire stations	8
Number of firefighters and officers	95

Public Schools:

Elementary schools	13
Annual enrollment	5,791
Secondary schools	7
Annual enrollment	4,800
Colleges	1
Enrollment per semester	20,448

Waterfront:

Acreage of city-managed tidelands and submerged lands	252
Wharf length in feet	1,950
Acreage of wharf decking	3.8
Number of marinas	4
Number of commercial and pleasure vessel slips	1,133
Number of waterfront property leases	69



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Demographics

Regional Population ⁽¹⁾

City of Santa Barbara	88,410
Santa Barbara County	432,895
San Luis Obispo County	269,637
Ventura County	823,318

Area (in square miles)

Land area	21.1
Water area	22.0
Total area	43.1

Gender ⁽⁴⁾

	<u>#</u>	<u>%</u>
Male	44,607	49.5
Female	45,561	50.5

Age ⁽⁴⁾

Median age (in years)	36.72
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Population Demographics ⁽⁴⁾

	<u>#</u>	<u>%</u>
Households	35,214	100.0
Family households	18,612	52.9
Married couples	13,911	39.5
Male householder	1,391	4.0
Female householder	3,310	9.4
Non-family households	16,602	47.1
Households with individuals under 18 years	9,690	26.9
Households with individuals 65 years and over	8,969	24.9
Average household size	2.44	(X)
Average family size	3.17	(X)

Housing ⁽⁵⁾

Median home price (2009)	\$797,083
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	<u>#</u>	<u>%</u>
Total housing units	37,820	100.0
Occupied housing units	35,449	94.7
Vacant housing units	2,371	6.3
Seasonal, recreational, or occasional use housing	525	1.4
Homeowner vacancy rate	(X)	0.7
Rental vacancy rate	(X)	2.3

Housing Tenure ⁽²⁾

Occupied housing units	36,201	100.0
Owner-occupied units	15,129	42.0
Renter-occupied units	20,892	58.0
Avg. household size of owner-occupied units	2.51	(X)
Avg. household size of renter-occupied units	2.43	(X)

Race and Ethnicity ⁽²⁾

	<u>%</u>
White	75.1
Black or African American	1.6
American Indian/Alaska Native	1.0
Asian-Pacific Islander	3.6
Some other race	14.7
Two or more races	3.9
Hispanic or Latino (of any race)	38.0

Education ⁽²⁾

	<u>%</u>
High school graduate	81.3
College Graduates (2 year)	12.0
College Graduates (4 year)	39.6
Graduate Degrees	15.6



COMMUNITY PROFILE

Demographics

Employment ⁽³⁾

	<u>%</u>
Work population (16 yrs and older)	81.4
Residents by major profession:	
Management, professional and related	41.1
Sales and office occupation	25.4
Service	18.4
Construction, maintenance, production and transportation	14.6
Other	0.5
City family median annual income (2008)	\$76,706

Economic Demographics ⁽²⁾

<u>Service Industry (private & non-profit)</u>	<u>Number of Businesses</u>	<u>Number of Employees</u>
Retail trade	627	7,580
Professional, scientific, and technical services	486	3,316
Healthcare and social assistance	392	3,007
Foodservice and lodging	379	7,307
Real estate and rental & leasing	238	1,187
Other services (except public administration)	179	1,538
Administrative and support, waste management, and remediation services	190	3,901
Wholesale trade	168	1,229
Manufacturing	159	2,274
Arts, entertainment, and recreation	50	465
Educational services	28	178

Leading Area Employers, Public and Private (with industry) ⁽⁴⁾

University of California, Santa Barbara (public administration-education)	9,723
County of Santa Barbara (public administration)	4,269
Santa Barbara Cottage Hospital (healthcare)	2,762
Santa Barbara City College (public administration-education)	2,157
Santa Barbara School District Admin and Schools (public administration-education) ...	1,618
Raytheon Electronic Systems (manufacturing)	1,613
City of Santa Barbara (public administration) ⁽⁶⁾	1,004.55
Sansum-Santa Barbara Medical Clinic (healthcare)	1,100
U.S. Postal Service (postal services)	1,005
Costco (retail)	507

(1) Source: U.S. Bureau of the Census, 2010 Census

(2) Source: U.S. Bureau of the Census, 2002 Economic Census

(3) Source: Santa Barbara County Economic Outlook 2006, published by the UCSB Economic Forecast Project

(4) Source: Santa Barbara County Economic Outlook 2008, published by the UCSB Economic Forecast Project

(5) Source: Santa Barbara County Economic Outlook 2010, published by the UCSB Economic Forecast Project

(6) Includes proposed permanent full-time equivalent positions as of July 1, 2011